



Advice from our “Tween” and Teen “Experts”

Background on the Youth Expert Panel (YEP)

The Youth Expert Panel (YEP) is a group of eighteen young people aged 9 through 14 and three (3) 15 through 18 year olds who have helped shape virtually every element of the **Take a Stand. Lend a Hand. Stop Bullying Now!** Campaign. While the “tweens” are the key focus of the campaign, teens also serve on the Panel as advisors, providing insight on how the campaign can encourage teens to serve as role models and as bystanders who can stop bullying among younger people.

Created at the very beginning of the campaign, the YEP includes individuals who participated in focus groups held in communities around the country. The individuals were chosen because of their articulate views and/or their personal experiences with bullying. Activities that YEP members have engaged in include:

- Sharing personal stories of how bullying has impacted their lives and the lives of other young people
- Working with the campaign’s creative team to shape and refine “messages” that would have an impact on the decisions that young people make
- Advising on the best and most appropriate name for the campaign
- Determining with the creative team the various communications vehicles – such as the “webisodes” and public service announcements (PSAs) – that will drive the campaign

- Reviewing and shaping all of the characters and the storylines in webisodes
- Assisting in the creative development of the PSAs

After the launch of the campaign, the YEP members will be available for media interviews and presentations about the campaign and its goals. YEP members live and attend school in the following communities:

Tucson, Arizona
Reseda, California
Van Nuys, California
Tarzana, California
Greeley, Colorado
Berlin, Connecticut
Orange Park, Florida
Baltimore, Maryland
Brooklyn Park, Minnesota
Eden Prairie, Minnesota
Albuquerque, New Mexico
Waxhaw, North Carolina
Tahlequa, Oklahoma
Westville, Oklahoma
Biglerville, Pennsylvania
Gettysburg, Pennsylvania
Nashville, Tennessee
San Antonio, Texas
Mendon, Utah

